

BUSINESS SWEDEN

A photograph of the Aurora Borealis (Northern Lights) in shades of green and blue, dancing across a dark sky filled with stars. Below the sky, a range of dark mountains is visible, with a prominent rounded peak in the center. In the foreground, a calm lake reflects the colors of the sky and the mountains. The overall scene is serene and majestic.

**SUSTAINABILITY REPORT
2019**

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A WORD FROM THE CEO

Business Sweden is a unique organisation that together with Swedish companies and the public sector can contribute to a sustainability transformation that meets the goals of Agenda 2030. Together we can make a difference.

I feel a strong personal dedication to our sustainability work and I am proud of the progress we have made during 2019 in efforts to meet our goals. Over the year we developed a new Code of Conduct for Business Sweden which, coupled with our new strategy 2025, lays the foundation for becoming a relevant player with the power to make a true difference in terms of promoting sustainable business practices.

Our new Code of Conduct outlines a strong and clear message. It provides our 485 employees in 46 offices and 41 countries with guidance on how to ensure responsible practices in our daily work. Combined with our digital training on sustainability, the Code of Conduct establishes a point of reference for how to conduct business in an increasingly complex world.

The measures we took during 2019 included defining how Business Sweden will contribute to accelerating the sustainability shift. Business Sweden's role is to work together with Swedish companies to help promote and sell sustainable solutions from Sweden on global markets. In this way Swedish companies can get leverage in spreading their extensive knowledge about innovative and energy efficient solutions. This means that Sweden can contribute in an even greater way to facilitate change and help the world gain from our expertise.

We are already working closely to identify business opportunities with our colleagues in Team Sweden and to package solutions that are not only competitive in a traditional sense, but also provide a pathway for meeting the goals of the 2030 Agenda for Sustainable Development. We are proud to continue these efforts.

Our commitment to the important task of counteracting corruption in international business has been strengthened as we entered into a new partnership with the Swedish Anti-Corruption Institute. We have also begun the task, together with our Team Sweden colleagues, to develop a robust tool that we as well as Swedish companies can use to step up the fight against corruption in international business.

Business Sweden participated at the COP25 climate conference in Madrid in December. We presented a packaged and clear communications material with the aim of positioning leading Swedish solutions that improve sustainability in areas such as energy, transport and mining. Business Sweden's steadfast commitment to promote environmental technologies and energy efficient solutions has only just begun. Together with Swedish companies and promotion specialists in the public sphere we will be force for change when it comes to meeting the goals of the 2030 Agenda.



YLVA BERG AXELL
CEO
Business Sweden

"I WILL CONTINUE TO DRIVE OUR HIGH AMBITIONS AND ROBUST STANDARDS FOR SUSTAINABILITY AT BUSINESS SWEDEN."

Ylva Berg Axell, CEO Business Sweden

ACCOUNTING PRINCIPLES

Business Sweden's sustainability report for 2019 is issued for the Group and covers the corporate entities Business Sweden and BSO AB (Business Support Office). Please see the management review in Business Sweden's Annual Report 2019 where the companies not covered by the Sustainability Report are stipulated.

There is no binding regulatory framework for the establishment of a sustainability report according to The Swedish Annual Accounts Act (ÅRL). The most accepted framework is Global Reporting Initiative (GRI). Business Sweden has chosen not to manage and report its sustainability work according to GRI. Instead, we develop indicators that specifically measure and manage the organisation's sustainability work in a defined, strategic direction.

Where GRI indicators exist with goals that suit the organisation's business and sustainability work, these may be applied and reported. In accordance with ÅRL, Business Sweden shall report on:

- Respect for human rights
- Counteracting corruption
- Environmental impact
- Impact on staff
- Social impact



GLOBAL COMPACT

Business Sweden has signed up to the UN Global Compact and has integrated its ten principles in the organisation.

This means we are committed to:

Human rights

1. Businesses should support and respect the protection of internationally proclaimed human rights; and
2. make sure that they are not complicit in human rights abuses.

Labour

3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
4. the elimination of all forms of forced and compulsory labour;
5. the effective abolition of child labour; and
6. the elimination of discrimination in respect of employment and occupation.

Environment

7. Businesses should support a precautionary approach to environmental challenges;
8. undertake initiatives to promote greater environmental responsibility; and
9. encourage the development and diffusion of environmentally friendly technologies.

Anti-corruption

10. Businesses should work against corruption in all its forms, including extortion and bribery.



THE GLOBAL GOALS

AGENDA 2030

We apply Agenda 2030 as an overall management and communications tool in all our projects worldwide.



STRATEGIC ADVISORY SERVICES AND GROWTH SUPPORT

Business Sweden is a service and knowledge organisation that helps Swedish companies grow their global sales. We also help international companies to invest and expand in Sweden. With an extensive network and contacts at every level, we offer strategic advice and hands-on support – in Sweden and in 40 of the world’s fastest growing markets.

46

OFFICES IN

41

MARKETS

485

EMPLOYEES
IN 2019

most of whom are based outside of Sweden’s borders.

OUR VALUES

• RESPONSIBILITY • COLLABORATION • IMPACT

OUR BACKGROUND

Business Sweden was established on January 1, 2013 through the merger of the Swedish Export Council and Invest Sweden.

OWNERS

Business Sweden has two principals: the Swedish state and the Swedish private business sector. The state is represented by The Ministry of Foreign Affairs and the business community by the Swedish Foreign Trade Association (SAU).

CODE OF CONDUCT



SWEDISH COMPANIES

are assisted by helping them identify new revenue streams, shorten lead times to new markets and reduce risks during international expansion.



INTERNATIONAL COMPANIES

are assisted by helping them to identify new business opportunities in Sweden, facilitate the investment process and by providing impartial support that accelerates their financial returns.

THE SWEDISH TRADE AND INVEST COUNCIL

Business Sweden helps companies in Sweden grow their global sales and international companies to invest and expand in Sweden. We offer strategic advisory services and hands-on support – in Sweden and in 40 of the world's fastest growing markets.

Business Sweden has two principals: the Swedish state and the Swedish private business sector. The state is represented by The Ministry of Foreign Affairs and the business community by The Swedish Foreign Trade Association (SAU). This joint ownership is based on an agreement which states that the two parties will run Business Sweden as a centralised body for activities related to export- and investment promotion.

Business Sweden's annual assignment is to contribute to increased exports, employment and sustainable growth throughout Sweden. We do this by:

- Supporting and promoting Swedish exports and internationalisation
- Attracting foreign business investments to Sweden or collaborations with companies that bring capital, competence and markets to Sweden's business sector



Business Sweden has 46 offices in 41 countries around the world with both Swedish envoys and local employees. We collaborate with Swedish embassies, consulates, chambers of commerce, companies and other local networks.



At the head office in Stockholm, a team of export and investment experts provide market information and advisory services to companies and stakeholders. In addition, there are global business developers in the regions around Sweden who offer advice, information and education for Swedish companies.

BUSINESS SWEDEN'S OPERATIONS

Business Sweden helps companies in Sweden find new international revenue streams, shorten lead times to new markets and reduce risk in international expansion. For international customers, Business Sweden facilitates the process of establishing and expanding operations in Sweden.

GOVERNMENT ASSIGNMENTS

- **Basic export service.** Information and answers to enquiries, fundamental advice on export technicalities as well as online services. General business promotion on international markets, local collaborations and reporting of trade barriers.

- **Small business programmes.** Advice to small and medium size companies carried out in Sweden and at the offices abroad. This includes competence development for companies, regional export consultancy as well providing information about international markets.
- **Targeted export promotion.** Special export preparation efforts in international markets, targeted promotional activities in selected markets, internationally procured business as well as identification and processing of strategic business.

THREE OVERALL STRATEGIC OBJECTIVES

Business Sweden's vision is to be a world class business promotion agency. The organisation operates according to Strategy 2020, with the following three strategic goals:



1
Clear impact on internationalisation

Business Sweden's purpose is to help Swedish companies grow their global sales and international companies to invest and expand in Sweden. By so doing, Business Sweden contributes to increased growth in the Swedish economy and increased Swedish competitiveness. Goals are measured through a number of high qualitative investments (HQI) and impact of export promotion (TPI).

2
World class business promotion

Business Sweden aims to continuously develop its operational efficiency and deliver high qualitative efforts with satisfied customers and motivated employees. Goals are measured through the Customer Satisfaction Index (CSat), Employee Satisfaction Index (ESI) and brand attractiveness.

3
Financial stability

Business Sweden shall ensure financial viability in order to effectively carry out its mission. The goal is measured by billable capacity utilisation, revenue mix of state and private assignments, profitability and solidity.

- **Investment promotion.** Attract investments from prioritised markets around the world. Facilitate foreign investments that provide employment and contribute capital and expertise to all regions of Sweden, in close collaboration with regional investment promotion organisations and other players. Direct targeting of companies within selected investment areas and increase the knowledge of and interest in Sweden as an attractive country for foreign investments. Qualified information and support for foreign investors in the investment process. Analyse and report on foreign investments in Sweden.

- **Additional assignments.** In addition to the government assignments above, we receive assignments from the government and ministerial departments that vary in nature and scope.

COMPANY SPECIFIC BUSINESS DEVELOPMENT

- **Consulting services.** Business Sweden offers advice to Swedish companies that is market-priced and company-adapted and other services that support their efforts in international business development. The services are divided into the following categories: Market Expansion - Business to Government - Sales Acceleration - Business Incubation & Operations.

BUSINESS SWEDEN'S SUSTAINABILITY STRATEGY 2019

The objective of Business Sweden's sustainability initiative is to primarily to help Swedish companies manage and remove obstacles to global sales expansion in the most sustainable way. Our assignment is also to help international companies invest and expand in Sweden in a way that meets the highest sustainability standards.

Our main focus in the field of sustainability has historically been human rights and anti-corruption. But during 2020 we will focus more deeply on environmental sustainability both internally and externally.



OUR PRIORITISED GOALS IN LINE WITH AGENDA 2030

EXTERNAL FOCUS AREAS

Anti-corruption:
zero tolerance towards corruption in Swedish companies' international operations and when international companies invest in Sweden.

Human Rights:
Respect for human rights in Swedish companies' international business affairs and foreign companies' investments in Sweden

INTERNAL FOCUS AREAS

Anti-corruption and human rights:
Minimise our own risk and reinforce the knowledge level of our staff related to these two issues.

Environment: Take control of and minimise our environmental impact

Equality: Create an equal and attractive workplace

UPDATING THE CODE OF CONDUCT

During 2019 we launched an extensive project to create a new and modern Code of Conduct for Business Sweden. The objective was to improve the way our guidelines match the changing reality we face and to make it easier for staff to understand and adopt these guidelines. The Code of Conduct is founded on international law, rules and regulations as well as internal policy documents and core values.

The Code of Conduct functions as an ethical compass in our daily work. Its purpose is to help co-workers make the right judgment calls, act responsibly and, not least, promote sustainable business operations. The Code of Conduct applies to everyone who is either employed by Business Sweden or working on a contract basis for the organisation. Following ethical and responsible standards in all situations are viewed as a top priority by our customers and Business Sweden's owners. The Code of Conduct needs to be easy to remember and adopt at all times. For this reason, emphasis has been put on making the code's messaging easy to understand using an inclusive and positive tone of voice. The creative format and graphic design aim to make the guidelines as informative, engaging and appealing as possible.

UPDATED CONTENT

In the production of the new Code of Conduct central policy documents at Business Sweden have been reviewed and updated. New policy documents have also been drafted and introduced including:

- **Anti-corruption policy.** Sets out Business Sweden's zero-tolerance policy towards all forms of corruption and outlines how staff should work to identify and counteract the risks of corruption, bribes, conflicts of interest, nepotism, abuse of power and extortion.
- **Policy against insider trading.** Outlines the acting policy regarding handling of insider information and the required steps to counteract insider trading.
- **Anti-money laundering policy.** Establishes our zero tolerance towards money laundering and how the organisation should counteract risks.
- **Policy against unfair competition.** Sets out our approach and ways of handling competition issues.
- **Freedom of speech policy.** Explains how staff should safeguard freedom of speech.
- **Sustainability policy.** Outlines the measures taken to minimise the organisation's environmental impact.

FIVE GUIDING PRINCIPLES

Business Sweden's new Code of Conduct is based on five fundamental principles:

- 1** Active messaging that is easy to grasp
- 2** Positive and inclusive tone of voice
- 3** Easy to remember thanks to practical design, symbols and icons
- 4** Engaging and creative format – the code has been given a passport-like design which enables staff to collect stamps when each training session is completed
- 5** Accessibility by publishing the code on our website as well as in an app which is available offline

We have a whistleblowing function

that can be used by staff and third parties in order to report suspected or confirmed violations of our anti-corruption policy. The whistleblowing function is now featured more prominently in the Code of Conduct and on Business Sweden's website. The code encourages all our staff and external parties to sound the alarm if violations against our Code of Conduct, local and international laws and guidelines are detected.

INTRODUCTION DURING 2020

The new Code of Conduct will be introduced during the first quarter 2020. The launch will be carried out via a global digital conference for all staff, as well as via training programmes, workshops and meetings at all our offices. All our co-workers will receive a passport where stamps and visas can be collected following each completed course in the Code of Conduct. The code will also be available on our internal and external web pages as well as via an app where the training sessions can be accessed. All personnel need to complete these sessions in order to receive the “stamps”, which verify that they have understood the Code of Conduct and how the app works, ultimately committing themselves to act in accordance with the code.

*“OUR NEW CODE OF CONDUCT
WILL HELP TRANSFORM BUSINESS
SWEDEN’S DNA AND FUNDAMEN-
TAL WAYS OF WORKING”*

Ylva Berg Axell, CEO Business Sweden

THE CODE OF CONDUCT CONVEYS OUR STANDARD PRACTICES AND EXPLAINS HOW TO ACT AS A BUSINESS PARTNER, EMPLOYER, CO-WORKER AND MEMBER OF SOCIETY.



The above icons exemplify how Business Sweden uses graphic design to make the Code of Conduct easy to navigate and easy to remember.

AN EVENTFUL YEAR IN OUR SUSTAINABILITY WORK

Business Sweden carried out a number of activities during 2019 that had a positive effect on our sustainability performance. Our ambition is to continuously improve our operations and contribute to creating a more sustainable world.

Below is a summary of the most important external and internal activities that were carried out during the year.



EXTERNAL ACTIVITIES 2019

- Business Sweden is engaged in approximately 3,500 projects per year. Among these, some 100 projects have directly or indirectly contributed towards the goals set out in Agenda 2030.
- Incoming delegations were hosted from countries that want to learn how Sweden works with equality-related issues.
- Business Sweden took part in Almedalen – UNGA 75 and COP25 Madrid, among other events.
- Delegation visits to Uzbekistan and Vietnam where Business Sweden presented its perspective on sustainability risks in these countries. A reporting template was developed during the Uzbekistan visit where sustainability risks were highlighted related to corruption, human rights, the environment and working conditions.
- Business Sweden organised roundtable discussions on sustainability, focusing for example on human rights in South Africa and Zambia.
- Participated as keynote speakers/panel members during several events, among them Sveriges Innovationsriksdag (SIR), the annual conference hosted by Swedish Incubators & Science Parks (SISP), and during the OECD's visit to Sweden when a seminar on corruption risks was co-hosted by The Swedish Anti-Corruption Institute, The Ministry for Foreign Affairs and Transparency International Sweden.
- Business Sweden visited UNOPS in Copenhagen to discuss practices for sustainable procurement.



INTERNAL ACTIVITIES 2019

- In the process of updating the policy documents, we performed an analysis that mapped out which policy documents that needed to be reviewed and added in order to facilitate sustainable decision-making in our operations.
- Development of new and far more extensive Code of Conduct to be launched during 2020.
- Sustainability courses and dilemma training for all employees.
- Continued monitoring of business and commuter travel with an aim to reduce Business Sweden's carbon footprint by 10 per cent during 2020.
- Became a supporting member of The Swedish Anti-Corruption Institute.
- Business Sweden was accepted into the network Swedish Leadership for Sustainable Development managed by the Swedish International Development Coordination Agency (SIDA).
- Integrated sustainability-related topics in our Business Climate Survey.
- Increased the focus on sustainability in our management training programme.
- Business Sweden organised the recurring activity "Challengize", a team competition focused on improving our co-workers' health.
- Reinforced our sustainability team with staff currently working to recruit a new Sustainability Manager.
- Development of tool to evaluate the sustainability performance of our SPO- and HPO projects.



```
Sublime Text  File  Edit  Selection  Find  View  Goto  Tools  Project  Window  Help
index.html
1 <!DOCTYPE html>
2 <html>
3 <meta charset="utf-8" />
4 <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
5 <meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1" />
6 <title>Christopher Gauer | Portfolio</title>
7 <link rel="stylesheet" type="text/css" href="style.css" />
8 </head>
9 <body>
10 <div id="wrapper">
11 <div id="header">
12 <a href="#">Home</a> />
13 <a href="#">About</a> />
14 <a href="#">Our Products</a> />
15 <a href="#">Services</a> />
16 <a href="#">Contact</a> />
17 <a href="#">Log In</a> />
18 </div>
19 <div id="content">
20 <div class="header" style="background-image: url(images/headerimg.jpg); background-size: 100%; background-size: cover;">
21 <div class="main">Hello, my name is Chris!</div>
22 <!-- This is the blue banner at top of site -->
23 </div>
24 <div class="container">
25 <div class="row">
26 <div class="col-4">
27 <div class="text">
28 <p>Nullam accumsan purus vel elit ultrices elementum. Vestibulum metus varius molestie. Nunc porttitor magna in ligula tincidunt, id aliquam lacus tempus. Donec nunc tortor, ultrices ac egestas, ultrices tempus magna. Pellentesque ut rhoncus dui, sed lobortis diam. Ut ornare ac nulla nec cursus. Praesent laoreet ornare orci quis tincidunt.</p>
29 </div>
30 <div class="col-4">
31 <div class="text">
32 <p>This content will take up 3/12 (or 1/4) of the container.</p>
33 </div>
34 <div class="col-4">
35 <div class="text">
36 <p>This content will take up 3/12 (or 1/4) of the container.</p>
37 </div>
38 </div>
39 </div>
40 </div>
41 <div id="footer">
42 <div class="copyright">
43 <p>Copyright 2013. All rights reserved.</p>
44 </div>
45 <div class="contact">
46 <p>Contact Us</p>
47 </div>
48 </div>
49 </body>
50 </html>
```

BUSINESS SWEDEN'S GLOBAL PROJECTS AT A GLANCE



Business Sweden's advisory services and the projects we are engaged in have both a direct and indirect sustainability impact. Here is a selection of the international projects we worked with during 2019, all related to the UN's 17 Sustainable Development Goals (SDG) in accordance with Agenda 2030.

WE ARE ENGAGED IN THE FOLLOWING PROJECTS BASED ON ASSIGNMENTS FROM SWEDISH COMPANIES:



Production of report on sustainable procurements in the **Philippines** in cooperation with The World Bank and other entities.



In **Mexico** we are co-developing a permanent educational centre for the mining industry.



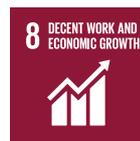
As part of the initiative "Energy 4 Africa" we are developing business opportunities for sustainable energy solutions in several **African countries**.



We are co-ordinating UN delegations in **Jordan** focused on human suffering in the region.



Together with 11 Swedish companies in **Chile** we are co-developing certification for workplace equality.



We are engaged in a pre-study for developing a mining initiative in **South Africa** that focuses on social sustainability.



We are working with stakeholders in **India** who are focused on responsible manufacturing of antibiotics (RAMP).



We are helping authorities in **Bolivia** develop an implementation study for investing in a modern sewage treatment plant.



Together with Swedish companies we are helping **Indonesian cities** improve public transport and urban mobility solutions through tech-driven innovations and business development.



In **China** we have developed a tool box that makes it easier for Swedish companies to analyse and minimise sustainability risks across the supply chain.



Within several cleantech hubs - among them a London-based hub - we help promote innovative cleantech suppliers, partly as a way of helping to reduce global emissions.



To contribute to the redevelopment of **Somalia** we are participating in the SSBP programme which offers financial and technical support to sustainable companies from a human rights perspective.



In the **US** and **Canada** we are taking part in the initiative Nordic Sustainable Cities with a view to promote Nordic solutions for sustainable, smart and thriving cities.



We organise a Nordic pavillion at the cleantech exhibition Ecomondo in Italy to promote sustainability solutions in the Mediterranean region.



Broad-based collaboration is the objective of all of Business Sweden's projects. Together with the private sector, the government and civil society we contribute both directly and indirectly to Agenda 2030.



In **Mexico** we are taking part in interactive sessions with key decision makers in e.g. water and waste management and energy, and sharing experiences with both private and public stakeholders.



Together with Team Sweden we organised a Nordic forum for circular economy and energy in **Malaysia** - IGEM 2019.

FOCUS ON CLIMATE CHANGE

Awareness of the human impact on the global environment has increased markedly among politicians as well as companies and their investors and customers. Business leaders need to be mindful of not only environmental risks, but also recognise the opportunities the present themselves when companies focus on reducing their negative impacts on the environment.

In recent years, environmental issues have played an increasingly greater role in Business Sweden's operations. Our ambition is to actively counteract negative effects and contribute to reduced environmental impacts. This applies to our practices with external clients and collaboration partners as well as internal operations. We place special emphasis on green technologies, sustainability-related innovations and business models developed in Sweden. The direct environmental impact of our operations will be kept to a minimum level as we carry out our assignment. The main elements here relate to the carbon emissions generated from our employees' business-related travel by air, rental cars and taxis as well as energy consumption at our offices. During 2019 we conducted a survey and analysed our commuting- and business travel. Around 80 per cent of Business Sweden's employees responded to the survey. 97 per cent of our emissions are generated from business travel, with air travel accounting for 95 per cent of emissions. Our ambition is to cut total emissions by 50 per cent by 2030. In accordance with Sweden's target to become a fossil-free nation by 2045, Business Sweden will reduce its emissions in 2020.

“Ragn-Sells develops green technologies that have global potential, but which require policy changes. That is why we view the UN's climate conferences as a potential door opener. Business Sweden provided extensive support before, during and after COP25 which enabled us to establish dialogues with more than 20 Swedish and international stakeholders. We look forward to expanding our cooperation in the coming years.”

Pär Larshans, Sustainability Manager, Ragn-Sells

“Collaborating with companies, ministers and other members of civil society in Business Sweden's delegation during COP25 was incredibly valuable for AFRY. We discussed how we together can scale the Nordic experiences so that they help accelerate transformation in developing countries, in for example the energy sector and the development of future cities.”

Jonas Gustavsson, CEO, AFRY



EXAMPLES OF PROJECTS FOCUSED ON ENVIRONMENTAL IMPACTS:

- Business Sweden organised an export-focused promotional activity in December 2019 during the UN COP25 climate conference in Madrid. This involved putting together a business delegation of 25 companies and organisations as well as communications materials showcasing Sweden's sustainability advances and examples of sustainable business practices. The objective was to convey how Swedish exports can contribute to sustainability efforts worldwide and to increase awareness of green technologies from Sweden. In addition, the activity sought to position Sweden as a problem-solving partner with ideas on how to counteract negative climate developments. Business Sweden is planning to participate at COP26 in Glasgow.
- Together with the Swedish Energy Agency we helped to outline the opportunities to develop green, sustainable and renewable energy in Southeast Asia.
- In Indonesia we helped Swedish energy companies fast-track business development and to promote their innovative technologies, focusing on renewable energy and solutions for energy efficiency.



RISKS AND RISK MANAGEMENT - ENVIRONMENTAL IMPACT

<p>RISK DESCRIPTION</p>	<p>Business Sweden’s worldwide travel has a negative impact on the environment. In addition, the energy consumption at our offices, our printed material, procurement of new technologies, single-use items and office supplies also affect the environment negatively.</p> <p>Depending on the countries and industries where our staff and clients are working, a number of environmental risks need to be taken into account. Infrastructure, steel, textile, transport, forestry and mining are just a few focus areas for our projects. The environmental impacts are often related to carbon emissions, use of fossil fuel-based energy, hazardous chemicals, logging in forestry and unsustainable use of land and water resources.</p> <p>We face a risk of lacking full control in cases where we help Swedish companies that are sub-suppliers in large infrastructure projects. This may hamper our ability to ensure that our services and products are delivered according to the highest sustainability standards, and that they are not sold on with further negative impacts on the environment.</p>	
<p>MEASURES TO MINIMISE RISK</p>	<p>1 Business travel should be replaced by digital meetings and video conferencing whenever possible. Alternatively, travel should be arranged using the most environmentally friendly modes of transport, which is also encouraged for commuting to and from work as stated in our travel policy.</p>	<p>4 We educate our staff about environmental impacts and the work needed to achieve the UN’s Sustainable Development Goals.</p>
<p>TARGET</p>	<p>Business Sweden is committed to:</p> <ul style="list-style-type: none"> - reduce carbon emissions during 2020 by 10 per cent by replacing more business travel with online meetings and video conferencing, or by choosing more environmentally-friendly modes of transport. - reduce our purchase and consumption of single-use products. - actively contribute to reducing environmental impacts by promoting sustainable business practices, sustainable supply chains and increased exports of sustainable goods. - actively raise awareness about climate-smart products and solutions. 	
<p>2 We have a travel and procurement policy with a dedicated chapter about environmental impacts in our Code of Conduct. This provides our staff with clear guidelines and recommendations on how to choose better, more sustainable alternatives.</p>	<p>5 We promote and facilitate increased exports and investments in sustainable, innovative and eco-friendly alternatives.</p>	
<p>3 We offer a Sustainability Guide on our website that helps companies pursue more sustainable business practices.</p>	<p>6 We have a whistleblowing function available for our staff as well as third parties, in order to report suspected or actual crimes or violations within Business Sweden.</p>	

ZERO TOLERANCE AGAINST ALL FORMS OF CORRUPTION

Business Sweden treats corruption issues with the utmost seriousness. Thanks to our close relationship with The Confederation of Swedish Enterprise (Svenskt Näringsliv) we can provide our customers with guidance on how to minimise risks associated with corruption and bribes.

Business Sweden wants to contribute to creating the conditions for international business based on highest standards of transparency and integrity. Our Code of Conduct states that all our employees and co-workers should follow and base their advice on the UN's Global Compact which includes Principle 10: "Businesses should work against corruption in all its forms, including extortion and bribery." Anti-corruption is a prioritised focus area at Business Sweden. Our work aims to facilitate a sound business environment for Swedish companies on global markets and for investing companies in Sweden.



EXAMPLES OF ANTI-CORRUPTION PROJECTS:

Business Sweden has actively participated in several projects related to anti-corruption. These include:

- We took part in a collaborative project together with Macedonia's Ministry of Environment and Physical Planning. The goal was to convey the benefits of Swedish digitalisation processes in government agencies and to improve transparency in the way that investigations are carried out, which can help to reduce the risk of corruption.
- In conjunction with a Swedish business delegation in Uzbekistan, Business Sweden gave an assessment of the corruption risks in the country. Meetings were held with Swedish companies, civil society and the Swedish Embassy which resulted in a report where corruption risks in Uzbekistan were also covered.

"Business Sweden's proactive efforts to counteract corruption in all business engagements are very valuable."

Ulrik Åshuvud, Chairman,
Transparency International Sweden



RISKS AND RISK MANAGEMENT - ANTI-CORRUPTION

<p>RISK DESCRIPTION</p> 	<p>Business Sweden and its clients are at risk of being exposed to corruption in the form of bribes, extortion, fraud, political coercion, money laundering or illegal transactions while engaging with third party contacts. Corruption may also occur if a third party uses his/her position to obtain undue advantage for themselves or others.</p> <p>Corruption has serious consequences for society and can jeopardise the rule of law, democracy and human rights. It can also damage trust in public institutions and the market economy, lead to skewed competition and prevent investments from taking place.</p> <p>Local practices, weak institutions and insufficient local regulations can increase the risk of corruption as well as negative environmental impacts and violations of human rights.</p> <p>Corruption can lead to criminal penalties and fines. When corruption charges are levelled against companies and organisations, reputations are rapidly and sometimes irreparably damaged.</p>	
<p>MEASURES TO MINIMISE RISK</p> 	<p>1 We have a clear Anti-Corruption Policy and Code of Conduct that all employees must sign and adhere to. These policy guidelines include ways of identifying warning signals, as well as steps and recommendations for counteracting all forms of corruption and bribes.</p>	<p>5 A Sustainability Clause has been added to all our agreements which commits our partnering companies to the highest standards, requiring high ambitions in complex projects.</p>
	<p>2 We are a supporting member of the Swedish Anti-Corruption Institute.</p>	<p>6 Through public participation, transparent meetings and business affairs we work actively to reduce risks and counteract corruption.</p>
	<p>3 We educate our employees in anti-corruption via E-learning and dilemma training sessions.</p>	<p>7 The Sustainability Guide published on our website instructs companies on how to counteract the risk of corruption and bribes.</p>
	<p>4 Together with Team Sweden we developed a common framework and analytical tool for carrying out due diligence. The tool was developed during 2019 and makes it easier to vet third party companies, thereby minimising risks in complex projects.</p>	<p>8 Our whistleblowing function enables employees as well as third parties to report suspected or confirmed bribery and violations of Business Sweden's Anti-Corruption Policy.</p>
<p>TARGET</p> 	<p>Business Sweden is committed to:</p> <ul style="list-style-type: none"> - ensure that corruption is never present in the projects we are engaged in. - pursue a restrictive policy against companies associated with corruption. - improve efficiency for routines and internal processes and conduct anti-corruption training for senior management. 	

SAME RIGHTS FOR EVERYONE - AT ALL TIMES, IN ALL LOCATIONS

Business Sweden does not tolerate any violations whatsoever against the UN's Universal Declaration of Human Rights. We identify risks and help Swedish companies conduct business in ways that respect human rights in the projects where we are jointly involved.

Business Sweden has signed the UN's Global Compact and integrated its ten principles in our Code of Conduct. This means that we respect the protection of human rights and will work to ensure they are not violated. Business Sweden requires that companies we interact with follow the UN's Guiding Principles on Business and Human Rights as well as the OECD guidelines for multinational enterprises.

To minimise the risk of violating human rights, Business Sweden and the companies we work with need to be aware of situations that may increase this risk which may be higher in specific business segments and regions of the world.

"Countries such as Vietnam and others are still facing challenges when it comes to upholding human rights. However, significant progress has been achieved in the past few years, including the ratification of the ILO convention 98 – one of the fundamental conventions promoting collective bargaining. Companies operating in Vietnam should collect information and assess their role in promoting workers' rights."

Jenni Ahren, Sustainability Manager, Tundra Fonder



EXAMPLES OF HUMAN RIGHTS PROJECTS:

During the year, Business Sweden took part in several projects focusing on human rights issues including:

- The Swedish-Somali Business Program SSBP, financed by the Swedish International Development Cooperation Agency (SIDA). Business Sweden took part together with Forum Syd, with the objective of promoting sustainable business in Somalia. The SSBP project looks business development in the private sector from a human rights perspective and aims to help create more jobs and contribute to the rebuilding of Somalia.
- Business Sweden assisted in the development of a CSR Tool Kit for SMEs in the Chinese market. The project analyses the most important sustainability factors that companies should monitor in their supply chains, and provides practical advice on how to minimise risks when it comes to human rights issues in China.



RISKS AND RISK MANAGEMENT - HUMAN RIGHTS

<p>RISK DESCRIPTION</p> 	<p>Business Sweden may run the risk of engaging with companies that do not follow the UN's Guiding Principles for Business and Human Rights. A typical example is when we assist companies that are sub-suppliers in large construction projects. In these cases, the client may be exposed to the risk that their services or products are deployed – after delivery and project finalisation – in a way that contravenes sustainability standards or violates human rights. This could be technology used for illegal surveillance, or mining equipment and infrastructure projects that result in people being displaced.</p>	
<p>MEASURES TO MINIMISE RISK</p> 	<p>1 Business Sweden has signed the UN Global Compact and integrated its principles into our Code of Conduct, which all our employees are asked to sign and adhere to. The Code of Conduct has a chapter dedicated to the issue of protecting basic human rights and liberties and the importance of a zero tolerance-approach towards all forms of violations of international conventions and frameworks.</p>	<p>4 Together with Team Sweden we developed a common framework and analytical tool that makes it easier to perform due diligence on companies and processes, thereby minimising risks in complex projects.</p> <p>5 A Sustainability Clause has been added to all our agreements which commits our partnering companies to the highest standards, requiring high ambitions in complex projects.</p>
<p>TARGET</p> 	<p>Business Sweden is committed to:</p> <ul style="list-style-type: none"> - minimising all forms of human rights violations when Swedish companies conduct international business and for investments in Sweden. - reinforce our efforts in conducting due diligence and follow-up on projects. - actively drive our sustainability agenda and distance ourselves from companies that infringe on basic human rights and liberties. 	
<p>2 We educate our employees in human rights via E-learning and dilemma training sessions.</p>	<p>6 The Sustainability Guide published on our website instructs companies on how to counteract and prevent human rights violations.</p>	
<p>3 Through active fact-checking we can help companies stay alerted to risks and potential violations.</p>	<p>7 Our whistleblowing function enables employees as well as third parties to report suspected or confirmed criminal acts or other violations within Business Sweden.</p>	





AN ATTRACTIVE WORKPLACE

Business Sweden's most important asset is its employees and the competencies they bring. Being an attractive employer that takes sustainability issues with the utmost seriousness is essential for ensuring that we can offer a dynamic and inspiring workplace, enabling us to recruit and retain top talents.

Business Sweden treats sustainability issues as integrated parts of our operation. Our co-workers focus on strategic as well as practical measures to achieve sustainable solutions for clients. We need staff members with different backgrounds and skills in order to be able to provide relevant market knowledge and expertise at the local level, for Swedish companies as well as international investors. Our ambition is to create a work environment that recognises and maximises the potential of each co-worker. We know that building teams on diversity leads to better results and more motivated staff. Business Sweden works continuously to shape an attractive workplace and corporate culture that live up to our sustainability and equality values, where everyone has equal opportunities in terms of education and upskilling.



EXAMPLES OF PROJECTS – IMPACT ON STAFF

- Together with the International Council of Swedish Industry (ICSI) and the Swedish Embassy in Lima, Peru, Business Sweden developed a pre-study related to a joint initiative for sustainable mining, focusing on social sustainability and human rights, in Peru. Business Sweden carried out a similar pre-study with ICSI and the Swedish Embassy in Johannesburg focusing on South Africa's mining industry.
- The Swedish-Somalian Development Programme (SSDP) gives companies the opportunity to apply for grants to explore opportunities, establish or develop their business in Somalia. The programme is financed by the Swedish International Development Coordination Agency (SIDA) and is implemented by Business Sweden and Forum Syd. Our assignment during 2019 included taking on the role as advisors for the entrepreneurs, and to coach them on how to include and further address sustainability aspects of their business operations in Somalia. The project also included training and courses in HR management in order to facilitate knowledge transfer within companies.

"To maintain and strengthen diversity at all levels of our business is not just a vision, but a key prerequisite for building an organisation that is sustainable in the long term and which can attract, foster and retain motivated co-workers."

Helena Herolf, President, Human Resources, Business Sweden



RISKS AND RISK MANAGEMENT - IMPACT ON STAFF

<p>RISK DESCRIPTION</p> 	<p>Business Sweden has offices and operations in complex markets and our staff occasionally travel to high risk countries. Risks will continue to emerge and have a negative effect on business. These are measured in probability and proven impact and include criminality, political instability and corruption, intelligence threats, information theft, cyber attacks, terrorism, natural disasters, health- and security challenges, environmental hazards and poor infrastructure. Risk reduction is defined as all efforts to identify, analyse and grade security risks followed by decisions or measures taken to reduce risks to an acceptable level.</p> <p>We also face external indirect threats if companies that we collaborate with, or assist in relation to export related requests, do not respect the principles of workers' rights stated in the Global Compact, the guidelines from the International Labour Organization or other official bodies.</p> <p>We may run the risk of being perceived as a less attractive employer if our sustainability work is lacking in structure, quality or communication, if our policy documents and Code of Conduct or efforts to achieve an open, attentive and equal working environment fall short in any way. This would jeopardise our ability to recruit top talent and relevant competencies as well as have a negative impact on staff motivation and well-being.</p>	
<p>MEASURES TO MINIMISE RISK</p> 	<p>1 Business Sweden has signed and reports every year to the UN Global Compact.</p>	<p>5 We take a zero tolerance approach to all forms of discrimination, sexual harassment, forced labour, child labour, sex trade and child pornography.</p>
<p>2 We have a Code of Conduct and a series of policy documents that focus on sustainability, safety and security, travel guidelines, work conditions, equality and diversity in order to ensure a safe and pleasant working environment for all our employees.</p>	<p>6 We work actively to set demands on contractors, third parties and customers in order to ensure that human rights, workers' rights and freedom of association are never violated within their organisations and businesses.</p>	
<p>3 We conduct risk analyses before we travel and move to high risk countries.</p>	<p>7 We have a whistleblower function that employees as well as third parties can use to report suspected or confirmed criminal acts or violations within Business Sweden.</p>	
<p>4 We work actively to promote diversity throughout the organisation and to maintain an equal balance of male and female staff at management level.</p>		
<p>TARGET</p> 	<p>Business Sweden is committed to:</p> <ul style="list-style-type: none"> - pursue an equal, safe, fair and sustainable workplace. - take a leading position in sustainability and actively focus on issues related to staff impacts. - maintain a zero tolerance approach to all forms of forced labour or child labour. 	

THE POSITIVE EFFECTS OF EQUALITY

Business Sweden has included equality in its reporting criteria in addition to the criteria stipulated by the Annual Accounts Act, as we feel it is a very important area. We have a zero tolerance approach towards inequality and unfair treatment due to gender, sexual orientation, ethnicity, cultural or religious affiliation. Our goal is to achieve an even gender balance at all levels in our organisation – especially in management positions.

Women have a lower employment rate than men and fewer female entrepreneurs do business internationally. Inequality and discrimination are a waste of human capital and potential. Business Sweden leads by example when it comes to contributing positively to gender equality and pursuing equal ways of working. Providing our staff with equal working conditions makes us attractive as an employer and strengthens our brand. In Business Sweden's Code of Conduct and policy and governance documents, we clearly reject all forms of discrimination and unequal treatment of our employees. We work actively to create a safe work environment and to even out the current gender gap in leading positions within our organisation.

“Women and men are often affected in different ways by international business. For that reason, trade policies and trade promotion must therefore take into account the general differences that exist in economic participation for women and men. Business Sweden can play an important role, by encouraging both female and male entrepreneurs to participate in projects and networks, and to promote exports in industries where women are broadly represented. With increased knowledge and sound efforts, international trade can then contribute to increased equality.”

Malin Ljungkvist, Senior Advisor,
National Board of Trade Sweden



EXAMPLES OF PROJECTS – IMPACT ON STAFF:

Business Sweden is involved in a number of projects where we are able to highlight aspects related to gender equality:

- In Chile, Business Sweden worked with 11 Swedish companies and Chilean authorities on a gender equality programme to create best practice. This included a certification process for gender equality in the workplace and we developed a process including training, roundtables and workshops aimed at Swedish companies. The goal was to raise the standard of equality in Chile.
- During the year, Business Sweden conducted an in-depth review of internal gender equality work and identified the challenges of achieving equality at management level. We enlisted external expertise from a consultant to gain specialist knowledge in gender equality in organisations as well as guidance on the analysis coupled with internal follow-up.
- Business Sweden received an incoming delegation from Ethiopia within the framework of the Outstanding Women Executive Leadership Program, in which six female ministers from Ethiopia participated. The initiative was part of the cooperation agreement signed by Sweden and UN Women in 2018. The collaboration involves financial support from Sweden for the entire country program for UN Women in Ethiopia 2017-2021. The study trip from Ethiopia was organised together with the Swedish Embassy in Addis Abeba.



RISKS AND RISK MANAGEMENT - IMPACT ON EQUALITY

<p>RISK DESCRIPTION</p> 	<p>Inequality leads to certain risks or consequences for Business Sweden’s operations, our employees and society at large. Within Business Sweden, there is a risk of unequal gender distribution in leading positions and in our board of directors. In addition, there may be risks of unequal treatment, unequal pay, different career opportunities and participation in decision-making, meetings, conferences, panels and trips. There are also increased security and safety risks for women in some of the countries in which Business Sweden operates or the countries we travel to.</p> <p>There is a risk of unequal gender distribution and representation among Swedish export companies. In addition, there is an increased risk that we interact with companies and organisations that have an unequal gender distribution in male-dominated industries. This can also apply in markets where norms and legislation do not give women and men the same rights and opportunities.</p>	
<p>MEASURES TO MINIMISE RISK</p> 	<p>1 We do not accept unequal and unfair treatment based on gender, sexual orientation, ethnicity, cultural or religious affiliation.</p>	<p>5 We follow up extensively when women choose to decline or abandon our recruitment process for managerial positions abroad. In addition, a quarterly follow-up of gender balance is performed for each role and career level throughout the organisation.</p>
	<p>2 Our standard-setting Code of Conduct and clear policy and governance documents reject any form of discrimination and unequal treatment of employees.</p>	<p>6 Proactive succession planning is carried out on the basis of structured processes for promotion and internal recruitment in order to increase gender equality.</p>
	<p>3 We work actively to promote a safe and pleasant working environment for all our employees and work to even out the gender gap in leading positions within Business Sweden.</p>	<p>7 We have a whistleblowing function that employees as well as third parties can use to report suspected or confirmed criminal acts or violations within Business Sweden.</p>
	<p>4 Before traveling or moving to complex markets, our employees get support from our security department to carry out safety and security analyses. We assess the risks carefully take all necessary precautions to improve the safety and security of female co-workers. Our Country Risk Database has specific information related to this issue.</p>	<p>8 As Swedish representatives, Business Sweden aims to present delegations that with an equal gender distribution. We therefore ask our participants to reflect on their own gender representation when nominating their delegates.</p>
<p>TARGET</p> 	<p>Business Sweden is committed to:</p> <ul style="list-style-type: none"> - to the greatest possible extent pursue an equal gender balance at all levels of our organisation and particularly in leading positions. - increase the visibility and representation of female representatives and entrepreneurs in panels, meetings and delegation trips. - increase knowledge and importance of gender equality among the stakeholders we interact with and the projects we are involved in. 	

JOINING FORCES TO HIGHLIGHT SUSTAINABILITY ISSUES

One of Business Sweden's key tasks is to transfer knowledge to companies related to sustainable business practices. We want to be an innovative partner that adds value and helps to raise sustainability issues where respect for human rights is always in the spotlight.

Business Sweden's mission is to contribute to sustainable growth, employment and increased prosperity in Sweden by supporting and promoting Swedish exports and foreign investments in Sweden. We also work to ensure that Swedish companies take a leading role in the implementation of Agenda 2030. We help them navigate complex markets where local customs, weak institutions and inadequate legislation can increase the risk of corruption, adversely affect the environment and violate human rights and working conditions. We tackle corporate challenges and minimise risks by providing information, advice, networks, guidelines and tools. Within our targeted export promotion assignment, Business Sweden is working on long-term strategic initiatives to capture major business opportunities HPO (High Potential Opportunities) as well as SPO (Strategic Project Opportunities), which are large opportunities but in an earlier phase of development.



"Business Sweden's work related to UN goals helps to boost Swedish exports, create business opportunities for small and medium-sized companies across Sweden, and contribute directly to meeting the sustainability goals of Agenda 2030, while paving the way for collaborative innovation projects between Swedish companies and the UN."

Mariem Skoog N'Diaye, Senior Project Manager,
Business Sweden

EXAMPLES OF PROJECTS - IMPACT ON STAFF:

Business Sweden was involved in the following projects with a view to increase knowledge and awareness among companies regarding sustainable business practices.

- We attended the UN Global Assembly in New York in September to discuss key environmental issues from a global perspective. Our CEO and sustainability team participated in roundtable discussions and dialogues on the importance of leadership and responsibility and how this can help companies facilitate concrete measures to reach sustainability targets.
- Business Sweden has six programme offices, all strategically located near the UN's various procurement centres around the world, which are actively working to increase Swedish companies' share of the UN's total procure-

ment. Our UN-related work contributes to increased Swedish exports, creates business opportunities for small and medium-sized companies across Sweden, contributes directly and indirectly to meeting the sustainability goals of Agenda 2030 and facilitates collaborations between Swedish companies and the UN focused on innovation.

- Nordic Sustainable Cities (NSC) is one of six flagship projects under the Nordic Solutions to Global Challenges initiative, coordinated by the Nordic Council of Ministers. The aim is to promote Nordic solutions for sustainable and smart cities in China, for example. In this particular initiative Business Sweden joins forces with Swedish companies to showcase Swedish sustainable solutions to Chinese stakeholders.



RISKS AND RISK MANAGEMENT - SOCIAL IMPACT

<p>RISK DESCRIPTION</p>	<p>We operate in complex markets and in industries associated with certain risks that affect both communities and social conditions. In these markets we may run the risk of interacting with companies that do not comply with international laws and regulations.</p> <p>Projects that introduce new technologies or involve major infrastructure investments may also be associated with risks and potential negative impacts for local populations and communities.</p>	
<p>MEASURES TO MINIMISE RISK</p>	<p>1 When new technologies are deployed and large infrastructure projects get under way, job losses may occur among local populations. We can set requirements and urge companies to take responsible action, for example by offering training schemes, measures to increase capacity and new jobs.</p>	<p>4 We have a whistleblowing function that employees as well as third parties can use to report suspected or confirmed criminal acts or violations within Business Sweden.</p>
	<p>2 We provide a Sustainability Guide on our website that instructs companies on how to counteract risks.</p>	<p>5 A Sustainability Clause has been added to all our agreements which commits our partnering companies to the highest levels of ambition and standards.</p>
	<p>3 We minimise risks with internal training and our Code of Conduct, which is mandatory for our employees to sign and comply with.</p>	
<p>TARGET</p>	<p>Business Sweden is committed to:</p> <ul style="list-style-type: none"> - contributing to growth, employment and increased prosperity in Sweden by supporting and promoting Swedish exports and internationalisation as well as foreign investments in Sweden. - reduce and prevent negative impacts on local populations and communities by demanding responsible action from companies in terms of assessing risks, taking measures to promote training, reinforce capacity and provide job opportunities. 	

OUTCOMES 2019 – TARGETS 2020

We measure sustainability performance in order to understand the evolution of Business Sweden's efforts. We have therefore established a number of performance indicators that are used to evaluate how the work is progressing. The development of the indicators gives us a clear overview of the progress we are making and the issues that should be prioritised in our sustainability work going forward.

Our long-term ambition is to be able to quantify the performance indicators, both in terms of goals and outcomes. This work is still in progress, and we are making a determined effort to present relevant and accurate metrics in the near future.

The table below demonstrates Business Sweden's sustainability work during 2017 to 2019 as well as the 2020 targets for the performance indicators that we have chosen to prioritise, which we can measure today.

INDICATORS	2017	2018	OUTCOME 2019	TARGET 2020
Environment and climate				
Commuting and business travel, CO2 emissions	-	-	3 024,30 CO2 (ton)	Reduce emissions by 10%
Quantitative and qualitative data was collected during 2019 to analyse our business-related and commuter travel. From December 2018 to December 2019 we emitted 3,024.30 CO2 and our goal is to reduce these emissions by 10 per cent next year.				
Training				
Percentage share of employees who completed our training in sustainable international business and Code of Conduct	12,5	81	87	100
Once again, employees have been encouraged over the year to complete our e-learning course on sustainable international business. We have not reached 100 per cent yet, but we are working to achieve this milestone during 2020.				
Equality*				
Share of female trade commissioners %	32	33	29	40-60
Share of women in management %	27	44	50	40-60
Share of female managers Sweden %	38	48	52	40-60
Share of women on board of directors %	40	44	44	40-60
* Share of women by end of year				
We have recognised that we did not reach our goal regarding the share of female trade commissioners. We have therefore taken additional measures to achieve this goal during 2020.				
Clients				
Indirect impact on clients regarding sustainable international business %	-	-	55	55
During 2018 we began to measure the indirect impact on our clients in terms of sustainable international business. This monitoring started during Q4 and, therefore the sustainability report does not show results for 2018. Our efforts to measure indirect impact on clients continues during 2020.				



TOGETHER WE DRIVE SUSTAINABLE DEVELOPMENT

This new decade which has been declared “The Decade of Action” has only just begun. According to the UN, we now have ten years to fulfil the 17 sustainability goals outlined in Agenda 2030. Business Sweden looks forward to increasing the pace of both our external and internal sustainability efforts and to contribute with an even stronger commitment and focus as we shape a more sustainable world. In 2020, we will start working towards our new Strategy 2025 where sustainability is one of the key strategic initiatives backed up by our revised and revamped Code of Conduct with its clear messaging.

In accordance with Strategy 2025, Business Sweden will be taking further steps to increase promotion efforts related to Swedish environmental technologies on global markets. By matching Sweden’s world class knowledge, technology, products and solutions with ongoing infrastructure investments around the world, we can contribute to the green transformation that countries and industries are now embarking on, and to help reduce fossil-fuel emissions. To succeed in this important task we need to work side by side with Swedish companies, academia, specialised government agencies and Sweden’s entire promotional team both at home and overseas.

We need to tirelessly pursue key international projects that have the potential to turn a corner and make a real difference when it comes to combating climate change. We need to showcase and support innovative solutions from Swedish entrepreneurs and companies, so that they make the shortlist of suppliers in the most promising projects which have the biggest potential in terms environmental gains and outcomes. We at Business Sweden look forward to joining forces with others to accelerate this shift and make further progress towards achieving the goals of Agenda 2030.

Alongside our initiatives focused on the environment and climate issues, it is clear to us that levelling up our anti-corruption efforts and promotion of human rights in international business should continue. In this work, we welcome the Government’s new export and investment strategy and platform for sustainable international business which sets out an ambition of making Sweden’s private sector a world class example of how to conduct sustainable business, and to ensure that Sweden is in the frontline of efforts to reach the Agenda 2030 goals. Swedish companies are at the cutting edge when it comes to sustainable practices, and by reinforcing our focus on sustainability we will not only contribute to a more equitable world but also strengthen Swedish competitiveness.

We are particularly proud of our new Code of Conduct which guides our colleagues in 46 offices in 41 markets worldwide, as they help Swedish companies increase global sales and foreign companies invest and expand in Sweden. As a way of inspiring and facilitating collaboration between Swedish and foreign companies, we have developed our Code of Conduct in an open way. It is presented with our guides and information packs on sustainable international business. We look forward to its wide adoption and stimulating discussions on how to drive sustainability issues forward in the global business arena.

As business developers, we have a unique mandate from the state and private sector to help Swedish companies grow global sales and international companies to invest and expand in Sweden. We drive economic development, job creation and welfare. By working together, we can accelerate the transformation of international business and pave the way for a sustainable future. Together with Swedish companies and promoters from the public sphere, we will be spearheading the journey towards Agenda 2030, ensuring that Sweden meets the goals with a global market position that is stronger than ever.



FREDRIK FEXE
Executive Vice President,
Head Of Strategy and
Sustainability,
Business Sweden



WHERE TO FIND US

46 OFFICES
41 COUNTRIES
1 SUSTAINABLE WORLD



Australia
Austria
Brazil
Canada
Chile
China
Colombia
Czech Republic

Denmark
France
Finland
Germany
Hungary
India
Indonesia
Iran

Italy
Japan
Kenya
Latvia
Malaysia
Morocco
Mexico
Norway

Poland
Russia
Saudi Arabia
Singapore
South Africa
South Korea
Spain
Sweden

Taiwan
Thailand
The Netherlands
The Philippines
Turkey
United Kingdom
United Arab Emirates (UAE)

USA
Vietnam





We help Swedish companies grow global sales and international companies invest and expand in Sweden.

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